

ABTRACT

VISUAL IDENTITY REDESIGN OF “INSTITUTE OF CITRA BUANA INDONESIA”

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Institute Of Citra Buana Indonesia (ICBI) is an institution under the auspices of the Citra Buana Indonesia Foundation. ICBI is a merger of two academies, namely the Akademi Manajemen dan Informatika (AKMI) with Akademi Pariwisata (AKPAR), from the same foundation. Institut Citra Buana Indonesia need a visual identity that represents the vision, mission, and goals. Visual identity encompasses all graphic elements that convey a brand's identity and differentiate it from its competitors. Corporate identity must be created through a special design process that represents the uniqueness of a company physically. Institut Citra Buana Indonesia does not yet have promotional media to increase public brand awareness through graphic standard manuals (GSM), flyers, merchandise, and stationery. This design aims to design a visual identity to represent the image and brand awareness of the Institut Citra Buana Indonesia, with the design results in the form of a graphic standard manual (GSM). The research method used is a qualitative descriptive data acquisition process through observation, literature studies, and interviews, then analyzed in STP, SWOT, 5W + 1H, and competitor analysis. The design of this visual identity is expected to communicate Institut Citra Buana Indonesia's vision and mission and increase public awareness and loyalty to be superior to its competitors.

Key words: Visual Identity, Institute, Brand

References :

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